What is claimed is:

1.   A method for providing a computerized collection of multimedia content provided by providers, to publishers, comprising the steps of:

(A)   receiving an identification of digital content to be included in the system, and, responsive thereto, storing a link to the content in a multimedia item record;

(B)   providing a multimedia box, the multimedia box specifying a format in which the multimedia box may be displayed; and

(C)   creating a publisher multimedia box page by inserting data corresponding to the multimedia item into the multimedia box.

2.   The method of claim 1, wherein there are provided a plurality of content and a plurality of multimedia item records, each multimedia item record of the plurality storing a link corresponding to one of the content; and wherein the plurality of multimedia item records are stored in a multimedia item database.

3.   The method of claim 1, wherein there are provided a plurality of multimedia boxes, each multimedia box corresponding to a publisher, and wherein the plurality of multimedia boxes are stored in a multimedia box database.

4.   The method of claim 1, wherein there are provided a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers.

5.   The method of claim 1, further comprising the step of, responsive to the creating step, providing a hyperlink to the publisher multimedia box page.

6.   The method of claim 3, further comprising the step of providing a menubox, the menubox including at least a portion of the plurality of multimedia boxes, further comprising the step of,

responsive to a request for the menubox, displaying a list of the multimedia boxes included in the menubox.

7.   The method of claim 1, further comprising the step of updating the link to the content in the stored multimedia item.

8.   The method of claim 1, further comprising the step of storing a publisher record, responsive to a request to register by the publisher, the publisher record having (i) identification information and (ii) aesthetic information.

9.   The method of claim 1, further comprising the step of storing a provider record, responsive to a request to register the provider, the provider record having identification information.

10.   The method of claim, wherein there are provided a plurality of publisher records, each corresponding to a publisher, the plurality of records stored in a user database.

11.   The method of claim 9, wherein there are provided a plurality of provider records, each corresponding to a provider, the plurality of records stored in a user database.

12.   The method of claim 1, further comprising the step of providing a button having the link to the content.

13.   The method of claim 12, further comprising the step of providing a publisher home page, and wherein the link is a hyperlink to the publisher home page; and wherein, responsive to selection of the button, a further content is stored in a further multimedia item record.

14.   A system for providing a computerized collection of multimedia content provided by providers, to publishers, comprising:

(A)   a received identification of digital content to be included in the system, and, responsive thereto, a stored link to the content in a multimedia item record;

(B)   a multimedia box, the multimedia box specifying a format in which the multimedia box may be displayed; and

(C)   a publisher multimedia box page created from the multimedia box, the multimedia box page having data corresponding to the multimedia item in the multimedia box.

15.   The system of claim 14, wherein there are provided a plurality of content and a plurality of multimedia item records, each multimedia item record of the plurality storing a link corresponding to one of the content; and wherein the plurality of multimedia item records are stored in a multimedia item database.

16.   The system of claim 14, wherein there are provided a plurality of multimedia boxes, each multimedia box corresponding to a publisher, and wherein the plurality of multimedia boxes are stored in a multimedia box database.

17.   The system of claim 14, wherein there are provided a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers.

18.   The system of claim 14, further comprising a hyperlink to the publisher multimedia box page.

19.   The system of claim 16, further comprising a menubox, the menubox including at least a portion of the plurality of multimedia boxes; further comprising, responsive to a request for the menubox, a displayed list of the multimedia boxes included in the menubox.

20.   The system of claim 14, further comprising an updated link corresponding to the link to the content in the stored multimedia item.

21.   The system of claim 14, further comprising a stored publisher record, stored responsive to a request to register by the publisher, the publisher record having (i) identification information and (ii) aesthetic information.

22. The system of claim 14, further comprising a stored provider record, stored responsive to a request to register the provider, the provider record having identification information.

23. The system of claim 14, wherein there are provided a plurality of publisher records, each corresponding to a publisher, the plurality of records stored in a user database.

24. The system of claim 22, wherein there are provided a plurality of provider records, each corresponding to a provider, the plurality of records stored in a user database.

25. The system of claim 14, further comprising a button provided to the user, the button having the link to the content.

26. The system of claim 25, further comprising the step of providing a publisher home page, and wherein the link is a hyperlink to the publisher home page; and wherein, responsive to selection of the button, a further content is stored in a further multimedia item record.

27. A method for providing a computerized collection of multimedia content provided by providers, to publishers, comprising the steps of:

(A) receiving an identification of digital content to be included in the system, and, responsive thereto, storing a link to the content in a multimedia item record;

(B) providing a multimedia box, the multimedia box specifying a format in which the multimedia box may be displayed; and

(C) creating a publisher multimedia box page by inserting data corresponding to the multimedia item into the multimedia box;

(D) wherein there are provided a plurality of content and a plurality of multimedia item records, each multimedia item record of the plurality storing a link corresponding to one of the content; and wherein the plurality of multimedia item records are stored in a multimedia item database; wherein there are provided a plurality of multimedia boxes, each multimedia box

corresponding to a publisher, and wherein the plurality of multimedia boxes are stored in a multimedia box database; and wherein there are provided a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers;

(E)   responsive to the creating step, providing a hyperlink to the publisher multimedia box page;

(F)   providing a menubox, the menubox including at least a portion of the plurality of multimedia boxes, further comprising the step of, responsive to a request for the menubox, displaying a list of the multimedia boxes included in the menubox;

(G)   updating the link to the content in the stored multimedia item;

(H)   storing a publisher record, responsive to a request to register by the publisher, the publisher record having (i) identification information and (ii) aesthetic information;

(I)   storing a provider record, responsive to a request to register the provider, the provider record having identification information;

(J)   wherein there are provided a plurality of publisher records, each corresponding to a publisher, the plurality of records stored in a user database; and wherein there are provided a plurality of provider records, each corresponding to a provider, the plurality of records stored in a user database;

(L)   providing a button having the link to the content; and

(M)   providing a publisher home page, wherein the link is a hyperlink to the publisher home page; and wherein, responsive to selection of the button, a further content is stored in a further multimedia item record.

28. A system for providing a computerized collection of multimedia content provided by providers, to publishers, comprising:

(A) a received identification of digital content to be included in the system, and, responsive thereto, a stored link to the content in a multimedia item record;

5

(B) a multimedia box, the multimedia box specifying a format in which the multimedia box may be displayed;

(C) a publisher multimedia box page created from the multimedia box, the multimedia box page having data corresponding to the multimedia item in the multimedia box;

(D) a plurality of content and a plurality of multimedia item records, each multimedia

10 item record of the plurality storing a link corresponding to one of the content; and the plurality of multimedia item records being stored in a multimedia item database;

(E) a plurality of multimedia boxes, each multimedia box corresponding to a publisher, the plurality of multimedia boxes being stored in a multimedia box database;

(F) a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers;

15 corresponding to different publishers;

(G) a hyperlink to the publisher multimedia box page;

(H) a menubox, the menubox including at least a portion of the plurality of multimedia boxes; further comprising, responsive to a request for the menubox, a displayed list of the multimedia boxes included in the menubox;

20

(I) an updated link corresponding to the link to the content in the stored multimedia item;

(J)   a stored publisher record, stored responsive to a request to register by the publisher, the publisher record having (i) identification information and (ii) aesthetic information;

(K)   a stored provider record, stored responsive to a request to register the provider, the provider record having identification information;

(L)   a plurality of publisher records, each corresponding to a publisher, the plurality of records stored in a user database;

(M)   a plurality of provider records, each corresponding to a provider, the plurality of records stored in a user database;

(N)   a button provided to the user, the button having the link to the content; and

(O)   a publisher home page, and wherein the link is a hyperlink to the publisher home page; and wherein, responsive to selection of the button, a further content is stored in a further multimedia item record.